

# SAICHARAN G

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## CAREER OBJECTIVE

A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic, and improving search rankings seeks a position of Marketing Associate to maximize brand awareness and revenue through integrated marketing communications.

## WORK EXPERIENCE IN DIGITAL MARKETING

### 1) Associate Account Specialist

#### Amazon Development Centre

Chennai, Tamil Nadu ( Aug 2018 to Nov 2018)

As an Associate Account Specialist worked with a portfolio of advertiser accounts and be responsible in helping them meet their advertising goals via opportunity identification and account optimization. Additionally, an Associate Account Specialist also gets the opportunity of testing internal tools, gathering & sharing insights with the internal product and engineering teams.

### 2) SEO Analyst

#### MYTAXE (Quote compare)

Central London, United Kingdom( Dec 2016 to Jan 2018)

Basic Responsibility is to monitor the page ranking and to optimize it according to the competitor's website search ranking. Working on google Analytics to check the **crawl errors** and to rectify it. **AdWords campaign** management for the most searching locations to get better performance.

Blogging is routine everyday and the **backlinks** are created to increase the page ranking. Local directory submissions are done in all the popular business directories for the customers to reach us easily. **Sitemaps** are generated for every websites. creating social media pages and posting at least 3 posts per day. The pages in MYTAXE last unique position in the search engines .

The following are the websites I worked on to increase the page ranking

<https://www.mytaxe.uk> (page rank 3)

<http://www.brighton-taxi-booking.co.uk> (page rank 5)

<http://www.heathrow-taxi-booking.co.uk> ( page rank 8)

<http://www.gatwick-taxi-booking.co.uk> ( page rank 12)

<http://www.stansted-taxi-booking.co.uk> (page rank 21)

## KEY SKILLS

Google Analytics

Webmasters

Google Ads

Hotjar Heatmaps

Sitemaps

HTML5 & CSS3

Bootstrap 4

Angular

Wordpress, Blogger

Vue Js ( Learning)

PHP & Mysql

## EDUCATION

### Bachelor of Engineering in CSE

KCG College of technology,  
affiliated to Anna University.

April 2018 **CGPA :7.46**

**XII**, Zion Matric. Hr. Sec.

School, affiliated to TN State  
Board. May 2014 **Score: 86.5%**

**X**, Zion Matric. Hr. Sec. School,  
affiliated to TN State Board.

April 2012 **Score: 90.5%**

## ACHIEVEMENTS

Government of India funded  
project by Ministry of  
environment and climate  
change 2017.

Been Official Web Designer of  
**Hash N' Hack** a 24hrs hackathon  
led by KCG programming  
club.

Been the Official Web  
Designer of **ACM ICPC** local  
provincial contest in KCG  
college of technology.

## WORK EXPERINCE AS FREELANCER

- **Cab Dispatching System**

Atlas Cars Crawley Ltd.

There is a need for automation in maintaining and dispatching the cabs for the School Run Business located in crawley united kingdom. Provided solution to all the practical difficulties by developing a software that integrates all their needs.

- **Online Taxi Booking System**

Britannia Cars Gatwick Ltd.

There is a need of Web Application to Book the Taxi online, whereas the older method of booking their taxi is through Telephone call, Provided a better way to book their Taxi instantly through Mobile and Web Application.

- **Church Management System**

Rocketernal Church Chennai.

There is a need for digital automation from a manual work of church ministry for maintaining events, members and the other regular activities in the church. Provided solution to all their needs by developing a software that reduce all their manual works in automated.

## INTERNSHIPS

Went on internship on Search Engine Optimization and its advancement in the Digital Marketing at Jothi Soft Tech, Thiruvananthapuram, Chennai-600096.

(Parent company of MYTAXE )

## ABOUT ME

**Languages:** Tamil, English, Hindi.

**Date of Birth:** 14-09-1996

**References:** Anand A (SEO Manager Jothi Soft Tech )

Contact :8667840720

Jayalakshmi Swaminathan (Account Manager Amazon.com)

Contact:9600651074 email:jayals@amazon.com

## AWARDS

Won “Smart India Hackathon

2017 ” Ministry of Environment and Forestry

Winner Mini project challenge

2017 as **Best project** award .

## EVENT ORGANIZED

Organized a 2 day Workshop on

“**Blogging and SEO the blog**” .

Organized a 2 day workshop on

web development using **CMS** and HTML to CSE & IT students 2016.

Organized a 24hrs hackathon named Hash N’ Hack 2017

Organized ACM ICPC Chennai local provincial event 2017